

Kohl's follows young families outward - South - Milwaukee Journal Sentinel (WI) - October 3, 1998 - page 1
October 3, 1998 | Milwaukee Journal Sentinel (WI) | DORIS HAJEWSKI; Journal Sentinel staff | Page 1

The opening of a new **Kohl's** department store in **Oak Creek** Sunday is part of a major renovation plan that calls for larger stores in new suburban areas and the closing of smaller stores in older neighborhoods.

When the Menomonee Falls-based retailer opens the 86,000-square-foot store on S. Howell Ave. just north of Ryan Road, it will simultaneously close a 52,800-square-foot store in South Milwaukee.

Next spring, **Kohl's** will close another old, smaller store at 8340 W. Appleton Ave. when the lease on the building expires, said Gary Vasques, executive vice president of marketing for **Kohl's**.

The company is using the same strategy in other cities.

"We've done it in Minneapolis, Detroit, Indianapolis," Vasques said. He acknowledged that the replacement stores go into neighborhoods with demographics that fit better with **Kohl's** siting strategy: young families with what Vasques described as "moderate" incomes.

But, Vasques said: "Shopping patterns play a bigger role. It's more that than anything else."

He said the Appleton Ave. store has been losing customers while business at **Kohl's** Menomonee Falls store has gained.

The company is completing an expansion and renovation that will bring the Menomonee Falls store to 99,000 square feet. Vasques said **Kohl's** expects to serve northwest Milwaukee residents who now shop at Appleton Ave. in the enlarged Falls store, and that was part of the reason for the larger size.

The **Oak Creek** store is the prototype that **Kohl's** builds in all of its new markets: 86,000 square feet with a double-door entry and a racetrack-style layout inside.

The old stores in South Milwaukee and on Appleton Ave. are too small to accommodate that design, Vasques said.

Kohl's chose the Howell Ave. site in **Oak Creek** because it's in a growing area and is more centrally located than the old South Milwaukee store, he said, adding that the new store will serve customers from the lakefront neighborhoods as well as those from the west.

In November, **Kohl's** will close an older store in Green Bay and open a new one to replace it. **Kohl's** also plans to remodel stores at 5700 N. Port Washington Road at Bayshore Mall and at 2315 N. 124th St. at Elmbrook Plaza in Brookfield.

No date has been set for those renovations.

Kohl's also closed an older store on W. Blue Mound Road near Glenview Ave. on Milwaukee's far west side several years ago.

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